

MARKETING

Fall fast-food ads fizzle instead of sizzle

By Marilyn Alva
LINCOLN, Neb. — Despite the introduction of new ads for the fall season, consumer awareness of fast-food advertising experienced little or no increases, according to Nation's Restaurant News' latest Adtrack poll.

Burger King, which had banked on better success with its newly commissioned spots from West Coast director Leslie Dektor, registered no advertising awareness increase during September and early October. Some 14 percent of polled consumers recalled the chain's advertising then.

McDonald's, the fast-food

chain with the highest recall, edged up only one point for a 48-percent awareness score. The fast feeder had reintroduced the popular Mac Tonight character during prime-time ad blitzes.

Wendy's, which had dropped two percentage points in August, when Hamburger A and Express-Pak Meal spots were being aired heavily, gained ground in September, jumping two percentage points. Nine percent of those polled remembered Wendy's advertising then.

In the NRN poll SRI Research Center Inc. here asked a representative sample of

1,000 consumers across the country, "Of all the fast-food advertising that you have read, seen or heard in the last month, which advertising first comes to mind?"

Hardee's, Taco Bell, Arby's, Pizza Hut, and Kentucky Fried Chicken registered no increase in awareness during the latest poll.

Some 5 percent of the polled consumers remembered Hardee's advertising, while only 2 percent recalled Taco Bell and Arby's. At least that was better than Kentucky Fried Chicken and Pizza Hut, both of which received a measly one percentage point recall score.

WHOSE FAST-FOOD ADS FIRST COME TO MIND?

(Month-to-month change in percentage points)

McDonald's	up 1%
Burger King	no change
Wendy's	up 2%
Hardee's	no change
Taco Bell	no change
Arby's	no change

Source: NRN Adtrack, SRI Research Center, Lincoln, Neb.

Domino's rolls ads to accompany Pan Pizza test

ANN ARBOR, Mich. — Domino's Pizza has begun supporting its Pan Pizza test with a full-blown advertising campaign that includes television, radio, and print.

The television commercials, which are running in Cedar Rapids, Iowa, feature the Claymation Noid. In the spots the character reads about Domino's Pan Pizza in an "Extra Extra" edition of a local newspaper.

If the thick-crust Pan Piz-

Claymation Noid stars in radio, TV, print spots

za tests well and is rolled out nationally, it would be the chain's first new-product extension. Domino's Pizza specializes in delivery of whole, thin-crust pies.

Recently competitors, such as Little Caesars, rolled out pan pizza; Pizza Hut has had big success with its seven-year-old Pan Pizza product.

"Demand for the product is

on the upswing," said Mike Raymond, director of group marketing for Domino's Pizza, which is based here. "In fact, research shows that as much as 40 percent of consumers favor the pan pizza."

Raymond indicated that the pan pizza could be a "prime candidate" for eventual system-wide introduction. He said the product must be able to fit into

the operations of stores before it could be introduced nationally.

He added, "Our mission to deliver a hot-quality pizza in 30 minutes or less continues to be our No. 1 goal."

Before the advertising campaign began, Domino's Pan Pizza had been tested in Cedar Rapids, solely to determine operational feasibility. Now



the chain wants to study the marketability of the product.

AD WATCH

Sinfully Delicious. Bresler's Frozen Yogurt



BRESLER'S
ice cream & yogurt

Store imprint

Holy promotion! The Chicago-based Bresler's Ice Cream & Yogurt Shops has stepped up in-store advertising of its 17-flavor gourmet frozen yogurt with this 'religious' point-of-purchase poster accompanied with a buy-one, get-one-free coupon.

"AdWatch" submissions should be either proofs, prints, or stills of a new print, direct mail, or television advertisement for a restaurant or restaurant chain, with accompanying information on the responsible agency name, if any, and the media time and placement schedule. Submissions should be sent to: Marketing Editor, Nation's Restaurant News, 425 Park Ave., New York, N.Y. 10022.

NRN MARKETING DIGEST

Nicklow's diners 'vote' for entrées

MINNEAPOLIS, Minn. — The Greek-American owners of Nicklow's Restaurant here have cooked up a meal promotion that they believe will score "votes" for their favorite candidate, Michael Dukakis.

Selection of an American entrée at the restaurant, the Nicklow brothers said, represents a vote for George Bush, while opting for a "Greek delicacy" means a vote for Dukakis.

"We know good Greek food is almost irresistible, so we're counting on stacking the odds in our favor by dishing up the most tempting Greek recipes we can muster just to see if they can sway our voters," Jim Nicklow said.

Dawn Donuts rolls political cookies

FLINT, Mich. — Dawn Donuts, a 60-unit operation based here, is conducting an "unofficial" statewide election poll based on the sale of the chain's elephant and donkey-shaped cookies.

Depending on which cookie is purchased, each represents a vote for either the Republican or Democratic Party in the upcoming presidential election. Cookie sales results are tallied daily and posted on a chalk board at each unit.

Marie Callender's names Naroff vp

ORANGE, Calif. — Neil M. Naroff has been named vice president of marketing for the 140-unit Marie Callender's Restaurants.

His responsibilities will include the development and execution of all marketing, advertising, and promotional programs. In addition, he will oversee new market expansion programs and product development.

Naroff had previously been a management supervisor for the DDB Needham Advertising and Tracey-Locke agencies.

Dinosaurs accompany kiddie meals

SANTA MONICA, Calif. — Foster's Freeze, a 178-unit soft-service ice-cream franchise operation here, will be giving away a collector's series of six dinosaurs with the purchase of either a \$1.99 or \$2.99 "Kids Meal Pack."

The Kids Meal Pack will offer fries, a soft drink, and a choice of a junior hamburger, hot dog, or corn dog. Created by the Lipsman Group, the dinosaur promotion will run through December.

Johnson & Wales grows up; college becomes a university

By Charles Bernstein
PROVIDENCE, R.I. — Johnson & Wales College here has officially become a university, president Morris J.W. Gaebe disclosed.

"This change from a college to a university reflects the increasingly broad diversity of our academic curriculums, our

No. 1 university in the total number of students in its culinary arts and hospitality programs, Gaebe said. Altogether, the school has 8,500 students from all 50 states and more than 50 countries attending day, evening, and weekend courses.

The modern phase of the

and authorization for advanced degrees starting in 1980.

The university has launched a \$10 million fund-raising campaign to complete the new 75,000-square-foot Harbor-side Academic Center, to endow student scholarships and faculty enrichment needs, and to support research and development. William F. McLaughlin, president of the L.J. Minor Corp., Cleveland, is national chairman.

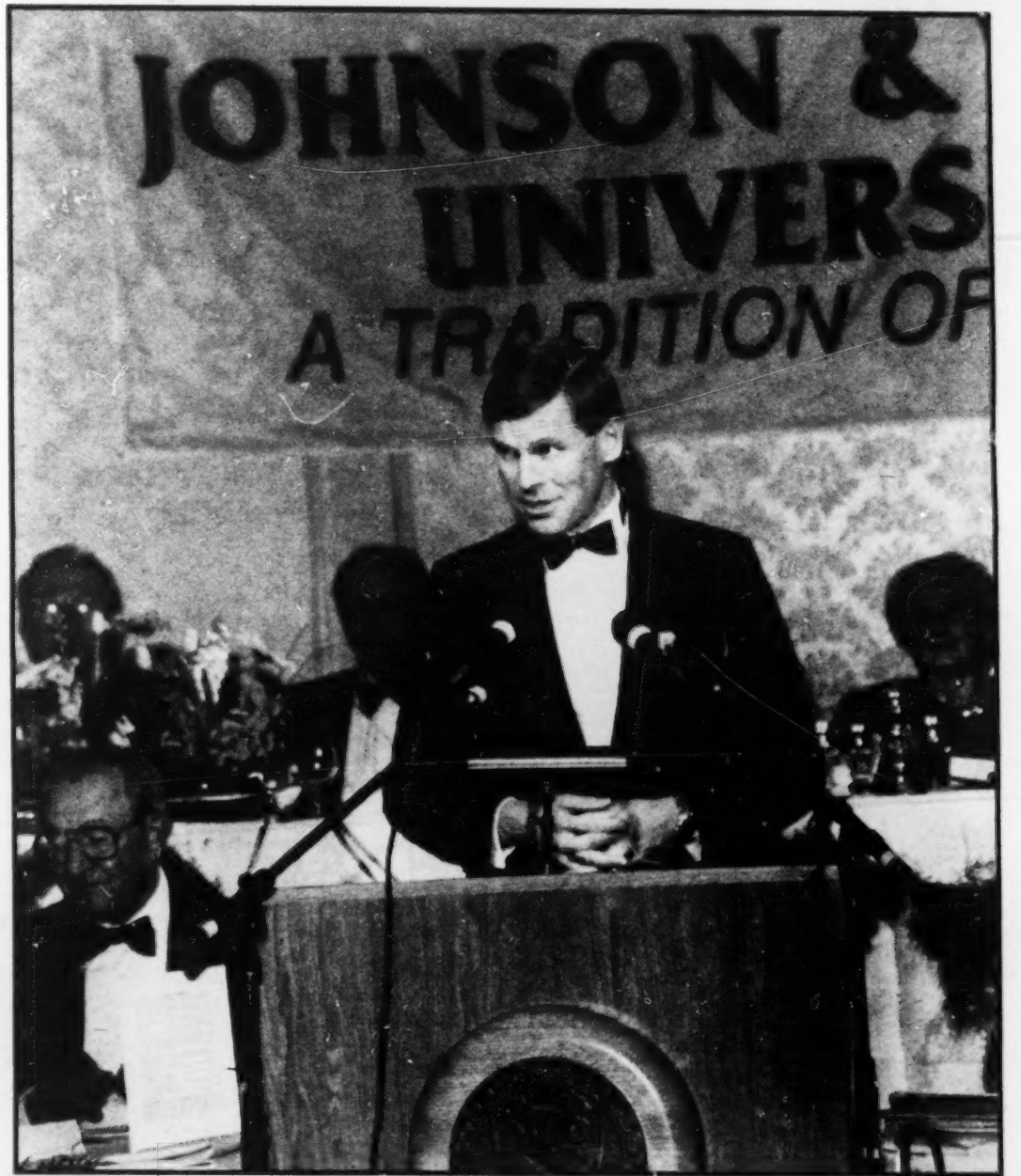
Meanwhile, Richard Brush, hospitality education director, will supervise a \$5 million renovation project to create special training facilities for food-service and hotel management students. He plans to upgrade the university's Rhode Island Inn, Carlton House, and former China Trade restaurant near the Warwick, R.I., airport into the Johnson & Wales Airport Center.

Johnson & Wales was founded in 1914 as a private business school with one student and one typewriter.

expansion of degree areas, and our intention to continue this growth into the next century," he declared.

Founded in 1914 as a private business school with one student and one typewriter, the institution has grown to the

university's development began in 1947 when Gaebe and Edward Triangolo became co-directors. The 1970s and 1980s have seen rapid growth to a wide-ranging curriculum, with the Culinary Arts Division being launched in 1973



William F. McLaughlin, president of L.J. Minor Corp., addresses guests at the 'Tradition of Vision' \$10 million capital campaign kick-off at Johnson & Wales, now a university.

Fast feeders to scoop top sales gains in growing '88 ice-cream market

WASHINGTON — Fast-food restaurants will scoop out the biggest gain in ice-cream sales among food-service operators in 1988, according to International Ice Cream Association projections.

Ice-cream sales in the fast-food segment will hit \$60.4 billion, up 8.5 percent compared with sales in 1987. Caterers will experience a gain of 7.4 percent, to \$1.6 billion. And ice-cream and frozen-custard stands will boost sales by 7.1 percent, to \$1.7 billion.

ICE-CREAM SALES

	Projected sales 1987 (\$000)	Projected sales 1988 (\$000)	% change
Restaurants, lunchrooms	\$66.1	70.6	+6.7%
Fast food	55.7	60.4	+8.5
Commercial cafeterias	3.7	3.9	+6.4
Social caterers	1.5	1.6	+7.4
Ice-cream and frozen-custard stands	1.6	1.7	+7.1
Total eating places	128.6	138.2	+7.5

Source: International Ice Cream Association

Texans sample lamb, endive dishes

DALLAS — Food-service operators gathered on three successive days here and in two other Texas cities to sample recipes using endive and lamb.

In Dallas, chef Kevin Garvin of the Adolphus Hotel served pan-seared lamb with wok-fried endive on a seasonal salad.

In San Antonio, chef Ed Peyer of the Hyatt Regency Hotel prepared blackened lamb loin filet, small lamb kebobs, endive with caviar and salmon, and endive chowder.

In Houston, Warner Auer, also of the Hyatt Regency, braised endive with lamb and

three stuffings.

The food fairs were staged by HJ Delaney, a New York advertising agency, for two of its clients, the Belgian Endive Marketing Board and Linsam Marketing Corp., which supplies New Zealand lamb to White Swan Distributors.

Don Callender slaps 4th lawsuit on Ramada

SANTA ANA, Calif. — Donald Callender, founder of the Marie Callender's Pie Shops restaurants, has filed his fourth lawsuit this year against Ramada Corp., which bought the 125-unit chain from Callender two years ago for \$80 million in cash and stock.

Seeking at least \$371 million in damages for Ramada stock-

holders, Callender alleges that Ramada should have accepted a \$10-a-share buyout offer from a Hyatt Hotels affiliate. In the past year, a share of Ramada stock has ranged in price from \$4 to \$10.25 and recently sold for about \$9.25.

Callender, a Newport Beach, Calif.-based restaurateur who is Ramada's second-

largest shareholder, had earlier sued the hotel chain for alleged merger-pact violations and for alleged fraudulent diversions of assets from Marie Callender's joint-venture franchise partners. Ramada recently fired Callender and has countersued, charging him with fraud, conspiracy, and libel.

Nathan's names Aurner head of real-estate development

NEW YORK — Robert R. Aurner has joined Nathan's Famous Inc. as corporate director of real estate.

In his new position, Aurner will be responsible for the development and evaluation of restaurant sites for both company-operated and franchised stores. He will also supervise

joint activities in site development with Nathan's franchising department.

Before joining Nathan's, Aurner was involved with real estate development for Pillsbury Co.'s Restaurant Division, Burger King Division, and PepsiCo's Pizza Hut Division.



Robert R. Aurner

BUTTERBALL TURKEY BREAST



Add flavor to your menu and profit to your operation with America's number one name in Turkey-Butterball.



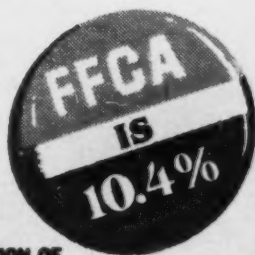
Swift-Eckrich, Inc., 1919 Swift Drive, Oak Brook, Illinois 60522 1-800-323-7349

CALL F.I.R.S.T. ITEM # 12

	E	M	B
	Wednesday	Thursday	Friday
	2	3	4
Day	9	10	1
lay	CALL FFCA... GET READY FOR 1989!		
	16	17	1

If you are a franchisee of Applebee's, Arby's, Burger King, Church's, Hardee's, Jack in the Box, Kentucky Fried Chicken, Long John Silver's, Pizza Hut, Rax, Taco Bell, or Wendy's, FFCA has a financing plan just for you. Call FFCA today, tell them of your fast food projects.

FFCA's 100% complete funding for land, building and equipment can help make you successful too!



FFCA FRANCHISE FINANCE CORPORATION OF AMERICA
(800) 528-1179
3443 North Central Ave., Fifth Floor
Phoenix, AZ 85012, (602) 264-9639

CALL F.I.R.S.T. ITEM # 13